

Abstract of the Disclosure

5 A system for collecting program data from
television systems is provided. The program data is
collected at a main facility that distributes the
program data to television distribution facilities for
use in passive or interactive electronic television
program guides. The system allows personnel at
television station office computers to access a
database of program data maintained at the main
10 facility and to construct program schedules
electronically using this database. The system error
checks the program schedules in real time as they are
constructed. The system allows reports, such as ad
trafficking reports for use by television station
15 personnel, to be generated based on the program
schedule of a given television system.

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